

Liverpool John Moores University

Title: INTERNATIONAL MARKETING
Status: Definitive
Code: **6008BUSMK** (108298)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Jennifer Meehan	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 28.00
Total Learning Hours: 120
Private Study: 92

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	100.0	2.00

Aims

To demonstrate the principles and techniques involved in marketing in an international context.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of the International Marketing and Trading

- Environment.
- 2 Analyse international marketing concepts, tools & techniques.
- 3 Critically appraise the marketing mix in an international context.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM 1 2 3

Outline Syllabus

The International Marketing Environment.
The International Trading Environment.
Market Entry Methods.
International Marketing Research.
International Niche Marketing for SMEs.
The Cultural Environment.
Products and Services for International Markets: Adaptation v Standardisation.
International Distribution.
International Pricing.
International Marketing Communications.

Learning Activities

The examination will test the student's understanding of international marketing theory.

The interactive tutorials will provide a forum for formative feedback through case studies and exercises. Students will also be able to self-assess their knowledge using the interactive web-based materials.

References

Course Material	Book
Author	Cateora, P.R. & Graham, J.L
Publishing Year	2006
Title	International Marketing
Subtitle	
Edition	13th edition
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Doole, I. & Lowe, R.
Publishing Year	2004
Title	International Marketing Strategy
Subtitle	
Edition	4th edition
Publisher	Thompson
ISBN	

Course Material	Book
Author	Ghuari, P & Cateora P
Publishing Year	2006
Title	International Marketing
Subtitle	
Edition	2nd
Publisher	McGraw-Hill
ISBN	

Notes

A study of the unique issues, opportunities and threats facing marketing from today's international environment.